Listing of Claims:

1. (Currently amended) A <u>computer-implemented</u> method for buyer-driven targeting comprising ~~the steps of~~:

~~separately~~ receiving <u>directly or indirectly</u> ~~for~~ <u>from</u> each of a plurality of buyer entities <u>at least one</u> ~~a~~ respective third party ~~proof of~~ purchase record <u>or information verifiably derived therefrom</u>;

<u>storing information associated with said data;</u>

<u>helping make with respect to at least one of said buyer entities, based at least in part on said data, at least one decision associated with the offering of at least one from among a plurality of different preferential contingent incentives;</u>

<u>facilitating the offering of at least one of said preferential contingent incentives to said buyer entity.</u>

~~entering information contained in the received proof of purchase records into a searchable electronic database;~~

~~searching the information in the database based on the search criteria to obtain a group of buyer entities; and~~

~~providing an incentive to each of a plurality of the buyer entities in said group.~~

2 - 76. (Canceled).

77. (Original)   The method as defined in claim 1 further comprising:

monitoring the receiver of an interactive television to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped.

78. (Original)   The method as defined in claim 77, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

79. (Currently Amended) The method as defined in claim ~~10,~~<u>1,</u> further comprising <u>categorizing of purchases listed from a plurality of independent third parties in the proof of</u>

purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories;

monitoring the receiver of an interactive television to determine if an ad has been zapped; and

providing an incentive ~~based~~ to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

80.   (Currently Amended) The method as defined in claim ~~101~~ 1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories; calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and selecting ads from a storage based on a particular television program being received by the receiver of that buyer entity to display those ads in a predetermined sequence.

81.   (Currently Amended) The method as defined in claim ~~101~~ 1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories; calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity and on the scores of that buyer entity.

82.   (Currently Amended) The method as defined in claim ~~10~~ 1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories; calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a particular television program being received by a receiver of the buyer entity.

83.   (Currently Amended) The method as defined in claim ~~101~~ 1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a password entered from a receiver of the buyer entity.

84.   (Currently Amended) The method as defined in claim ~~101~~ 1, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.

85 - 90. Canceled.

91.   (Currently amended) A system for buyer-driven targeting comprising:

a first component for ~~separately~~ receiving directly or indirectly ~~for~~ from each of a plurality of buyer entities at least one~~a~~ respective third party ~~proof of~~ purchase record or information verifiably derived therefrom;

a second component for storing information associated with said data;

a third component for helping make with respect to at least one of said buyer entities, based at least in part on said data, at least one decision associated with the offering of at least one from among a plurality of different preferential contingent incentives;

a fourth component for facilitating the offering of at least one of said preferential contingent incentives to said buyer entity

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~~for entering information contained in the received proof of purchase records into a searchable electronic database;~~

~~a third component for obtaining search criteria for the databases;~~

~~a fourth component for searching the information in the database based on the search criteria to obtain a group of buyer entities;~~

~~a fifth component for providing an incentive to each of a plurality of the buyer entities in said group~~.

92 - 168.   (Canceled)

167.   (Original)   The system as defined in claim 91, further comprising a component for monitoring the receiver of an interactive television to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped.

168.   (Original)   The system as defined in claim 167, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

169.   (Currently amended)   The system as defined in claim ~~100[,]~~ 91, further comprising a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for monitoring the receiver of an interactive television to determine if an ad has been zapped[;] and providing an incentive based to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

170.   (Currently Amended) The system as defined ~~100,~~ 91, further comprising a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for selecting ads from a storage based on a particular television program being received by the receiver of that buyer entity to display those ads in a predetermined sequence.

171.   (Currently amended)   The system as defined in claim ~~100,~~91, further comprising a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity and on the scores of that buyer entity.

172.   (Currently amended)   The system as defined in claim ~~100,~~91, further comprising a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for determining an incentive for viewing a television advertisement based on a particular television program being received by a receiver of the buyer entity.

173.   (Currently amended)   The system as defined in claim ~~100[,]~~ 91, wherein said second component for entering further comprises a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories; and

further comprising a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for determining an incentive for viewing a television advertisement based on password entered from a receiver of the buyer entity.

174.   (Currently amended)   The system as defined in claim ~~100[,]~~ 91, wherein said second component for entering further comprises a component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories; and

further comprising a component for calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

a component for determining an incentive for viewing a television advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.

175 – 180.   (Canceled).

181.   (Original)   A method for buyer-driven targeting comprising the steps of:

accessing at least one score for a buyer entity based on purchases in one or more selected categories; and

selecting and/or sequencing advertisements to be provided to a receiver of a video channel based on at least one score of said buyer entity.

182.   (Original)   A method as defined in claim 181, further comprising the steps of:

receiving third party proof of purchase records for a buyer entity;

entering information contained in the received proof of purchase records into a searchable electronic database;

categorizing purchases listed from a plurality of independent third parties in the proof of purchase record based on a set of categories; and

calculating at least one score for a buyer entity based on purchases in one or more selected categories.

183.   (Original)   The method as defined in claim 182, further comprising the steps of:

calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

calculating a composite score for a particular buyer entity in accordance with a function of the separate scores for a plurality of selected categories for the particular buyer entity; and

wherein said selecting and/or sequencing step comprises selecting and/or sequencing advertisements based in part on the composite score.

184.   (Original)   The method as defined in claim 181, further comprising:

providing an incentive to the buyer entity for watching a selected advertisement on the video channel based on at least one score of the buyer entity.

185.   (Original)   The method as defined in claim 181, further comprising the step of recalculating at least one score for a buyer entity for one of the categories based on information on the video channel viewing habits or the viewing of a particular television program by that buyer entity.

186.   (Original)   The method as defined in claim 185, further comprising: determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

187.   (Original)   The method as defined in claim 185, further comprising: recalculating an incentive by applying said recalculated score of said buyer entity to an incentive function.

188.   (Original)   The method as defined in claim 185, further comprising: providing a plurality of said incentive offers from different advertisers to the buyer entity, including the steps of determining the sequence or the relative prominence of each of the plurality of the incentive offers based on said recalculated score.

189.   (Original)   The method as defined in claim 181, further comprising monitoring the receiver of a video channel to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped.

190.   (Original)   The method as defined in claim 189, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

191.   (Original)   The method as defined in claim 181, further comprising monitoring the receiver of an interactive video channel to determine if an ad has been zapped; and providing an incentive to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

192.   (Original)   The method as defined 181, wherein the selecting and/or sequencing step further comprises selecting and/or sequencing ads from a storage based, in part, on a particular video channel program being received by the receiver of that buyer entity.

193.   (Original)   The method as defined in claim 181, further comprising creating a group of buyer entities based at least in part on one or more of said scores; and wherein the selecting and/or sequencing step comprises selecting and/or sequencing advertisements to be provided to the group of buyer entities.

194.   (Original)   The method as defined in claim 181, further comprising determining an incentive for viewing a television advertisement based on a particular video channel program being received by a receiver of the buyer entity.

195.   (Original)   The method as defined in claim 181, further comprising determining an incentive for viewing an advertisement based on a password entered from a receiver of the buyer entity.

196.   (Original)   The method as defined in claim 181, further comprising determining an incentive for viewing a video channel advertisement based on a predetermined

response received from the receiver of the buyer entity and at least one score of the buyer entity.

197.   (Original)   A system for buyer-driven targeting comprising:

a component for accessing at least one score for a buyer entity based on purchases in one or more selected categories; and

a component for selecting and/or sequencing advertisements to be provided to a receiver of a video channel based on at least one score of said buyer entity.

198.   (Original)   A system as defined in claim 197, comprising:

a first component for receiving third party proof of purchase records for a buyer entity;

a second component for entering information contained in the received proof of purchase records into a searchable electronic database;

a third component for categorizing purchases listed from a plurality of independent third parties in the proof of purchase record based on a set of categories; and

a fourth component for calculating at least one score for a buyer entity based on purchases in one or more selected categories.

199.   (Original)   The system as defined in claim 197, further comprising

a component for calculating a separate score for a buyer entity in each of a plurality of categories based on the amount purchased by the buyer entity in the respective category;

a component for calculating a composite score for a particular buyer entity in accordance with a function of the separate scores for a plurality of selected categories for the particular buyer entity; and

wherein said fifth component for selecting and/or sequencing component selects and/or sequences advertisements based in part on the composite score.

200.   (Original)   The system as defined in claim 197, further comprising:

a component for providing an incentive to the buyer entity for watching a selected advertisement on the video channel based on at least one score of the buyer entity.

201.   (Original)   The system as defined in claim 197, further comprising a component for recalculating at least one score for a buyer entity for one of the categories based on information on the video channel viewing habits or the viewing of a particular television program by that buyer entity.

202.   (Original)   The system as defined in claim 201, further comprising: a component for determining if the recalculated score qualifies said one of the buyer entities for an on-going incentive.

203.   (Original)   The system as defined in claim 201, further comprising: a component for recalculating an incentive by applying said recalculated score of said buyer entity to an incentive function.

204.   (Original)   The system as defined in claim 201, further comprising: a component for providing a plurality of said incentive offers from different advertisers to the buyer entity, and determining the sequence or the relative prominence of each of the plurality of the incentive offers based on said recalculated score.

205.   (Original)   The system as defined in claim 197, further comprising a component for monitoring the receiver of a video channel to determine if an ad is shown by the receiver and has not been zapped by the buyer entity; and providing an incentive reward to the buyer entity if the ad has not been zapped.

206.   (Original)   The system as defined in claim 205, wherein the incentive reward is a reduction in a pay per view charge for a program being viewed at the same time as the ad.

207.   (Original)   The system as defined in claim 197, further comprising a component for monitoring the receiver of an interactive video channel to determine if an ad

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has been zapped; and providing an incentive to the buyer entity if the ad has not been zapped with the incentive determined in accordance with at least one of the scores of the buyer entity.

208. (Original) The system as defined 197, wherein the fifth component for selecting and/or sequencing selects and/or sequences ads from a storage based, in part, on a particular television program being received by the receiver of that buyer entity.

209. (Original) The system as defined in claim 197, further comprising a component for selecting a group of buyer entities based at least in part on one or more of said scores; and wherein the fifth component for selecting and/or sequencing selects and/or sequences advertisements to be provided to the group of buyer entities.

210. (Original) The system as defined in claim 197, further comprising a component for determining an incentive for viewing a video channel advertisement based on a particular video channel program being received by a receiver of the buyer entity.

211. (Original) The system as defined in claim 197, further comprising a component for determining an incentive for viewing an advertisement based on a password entered from a receiver of the buyer entity.

212. (Original) The system as defined in claim 197, further comprising a component for determining an incentive for viewing a video channel advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.